



ORDER

Flight Dates **09/18/12-09/24/12**

Contract / Revision **310070 /**

Original Date / Revision
09/18/12 09/18/12

Advertiser **DCCC**

Agency **Great American Media**

Buying Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Product

Democratic Congressional Campai

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:13:00

Estimate # **1472**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL PARTY

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Dave Lombardo | 100% | | |
| Tanya Winscott | % | | |

Order Share 20% Market Value 161000

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE | % | 0 |
| KASW | % | 0 |
| KDRX | % | 0 |
| KPHO | 20% | 32200 |
| KPNX | 20% | 32200 |
| KPPX | % | 0 |
| KSAZ | 20% | 32200 |
| KTVK | 20% | 32200 |
| KTVW | % | 0 |
| KUSK | % | 0 |
| KUTP | % | 0 |
| UNKWN | % | 0 |

Order Totals

| Month | # of Spots | Net Amount | Gross Amount | Rating |
|----------------|------------|-------------|--------------|--------|
| September 2012 | 28 | \$27,370.00 | \$32,200.00 | 0.00 |
| Totals | 28 | \$27,370.00 | \$32,200.00 | 0.00 |

Billing Plan

| Start Date | End Date | # Spots | Net Amount | Gross Amount |
|------------|----------|---------|-------------|--------------|
| 08/27/12 | 09/24/12 | 28 | \$27,370.00 | \$32,200.00 |

| | | | | | | | | | | | | | Totals | |
|-------|------|-------------------|-----------------|---------------------------|-------|----------------|-------------------|-----|-------------|----------|---------------|----------|--------|------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount |
| 1 | KNXV | 09/18/12 | 09/21/12 | M-F 7-9am M-F 7-9am | CM | 7am-9am | - TWTF - - | :30 | 2 | \$500.00 | P-2 | 0.00 NM | 2 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | - TWTF - - | | | 2 | | \$500.00 | | 0.00 | | | |
| 2 | KNXV | 09/18/12 | 09/21/12 | M-F 10am-11am The View | CM | 10am-11am | - TWTF - - | :30 | 2 | \$350.00 | P-6 | 0.00 NM | 2 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | - TWTF - - | | | 2 | | \$350.00 | | 0.00 | | | |
| E 3 | KNXV | 09/18/12 | 09/21/12 | | CM | 430pm-5pm | - TWTF - - | :30 | 4 | \$650.00 | P-3 | 0.00 NM | 4 | \$2,600.00 |



KNXV

Print Date: 09/18/12

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Contract / Revision **310070** Flight Dates **09/18/12-09/24/12**

Hiatus Dates

Original Date / Revision 09/18/12/ 09/18/12

Order Sep 00:13:00

Advertiser **DCCC**

Product **Democratic Congressional** Estimate # **1472**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|------|------|-------------------|-----------------|----------------------|-------|----------------|---------------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| | | | | M-F 430pm-5pm | | | | | | | | | | | |
| | | | | M-F 430pm-5pm | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/17/12 | 09/23/12 | - TWTF - - | | | | | 4 | \$650.00 | | 0.00 | | | |
| 4 | KNXV | 09/24/12 | 09/24/12 | M-F 430pm-5pm | CM | 430pm-5pm | M- - - - - | :30 | 1 | \$650.00 | P-3 | 0.00 | NM | 1 | \$650.00 |
| | | | | M-F 430pm-5pm | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/24/12 | 09/30/12 | M- - - - - | | | | | 1 | \$650.00 | | 0.00 | | | |
| 5 | KNXV | 09/18/12 | 09/21/12 | M-F 4pm-430pm | CM | 4pm-430pm | - TWTF - - | :30 | 1 | \$650.00 | P-2 | 0.00 | NM | 1 | \$650.00 |
| | | | | 4PM News | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/17/12 | 09/23/12 | - TWTF - - | | | | | 1 | \$650.00 | | 0.00 | | | |
| 6 | KNXV | 09/18/12 | 09/21/12 | M-F 5pm-530pm | CM | 5pm-530pm | - TWTF - - | :30 | 3 | \$900.00 | P-2 | 0.00 | NM | 3 | \$2,700.00 |
| | | | | M-F 5pm-530pm | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/17/12 | 09/23/12 | - TWTF - - | | | | | 3 | \$900.00 | | 0.00 | | | |
| 7 | KNXV | 09/18/12 | 09/21/12 | ABC World News M-F | CM | 5:30pm-6:30pm | - TWTF - - | :30 | 2 | \$1,000.00 | P-2 | 0.00 | NM | 2 | \$2,000.00 |
| | | | | ABC World News M-F | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/17/12 | 09/23/12 | - TWTF - - | | | | | 2 | \$1,000.00 | | 0.00 | | | |
| 8 | KNXV | 09/18/12 | 09/21/12 | M-F 6pm-630pm | CM | 6pm-630pm | - TWTF - - | :30 | 3 | \$900.00 | P-2 | 0.00 | NM | 3 | \$2,700.00 |
| | | | | M-F 6pm-630pm | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/17/12 | 09/23/12 | - TWTF - - | | | | | 3 | \$900.00 | | 0.00 | | | |
| 9 | KNXV | 09/24/12 | 09/24/12 | M-F 6pm-630pm | CM | 6pm-630pm | M- - - - - | :30 | 1 | \$900.00 | P-2 | 0.00 | NM | 1 | \$900.00 |
| | | | | M-F 6pm-630pm | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/24/12 | 09/30/12 | M- - - - - | | | | | 1 | \$900.00 | | 0.00 | | | |
| 10 | KNXV | 09/22/12 | 09/22/12 | PR Various Non-Net 1 | CM | 830-9p | - - - - - S - | :30 | 1 | \$600.00 | P-3 | 0.00 | NM | 1 | \$600.00 |
| | | | | PR Various Non-Net 1 | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/17/12 | 09/23/12 | - - - - - S - | | | | | 1 | \$600.00 | | 0.00 | | | |
| 11 | KNXV | 09/18/12 | 09/21/12 | M-F 630pm-7pm | CM | 630pm-7pm | - TWTF - - | :30 | 2 | \$1,200.00 | P-3 | 0.00 | NM | 2 | \$2,400.00 |
| | | | | M-F 630pm-7pm | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/17/12 | 09/23/12 | - TWTF - - | | | | | 2 | \$1,200.00 | | 0.00 | | | |
| 12 | KNXV | 09/19/12 | 09/19/12 | Wednesday Prime C | CM | 9pm-10pm | - - W - - - - | :30 | 1 | \$3,000.00 | P-3 | 0.00 | NM | 1 | \$3,000.00 |
| | | | | Wednesday Prime C | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/17/12 | 09/23/12 | - - W - - - - | | | | | 1 | \$3,000.00 | | 0.00 | | | |
| 13 | KNXV | 09/23/12 | 09/23/12 | Primetime Emmys | CM | 5p-8p | - - - - - S | :30 | 1 | \$7,500.00 | P-3 | 0.00 | NM | 1 | \$7,500.00 |
| | | | | Primetime Emmys | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/17/12 | 09/23/12 | - - - - - S | | | | | 1 | \$7,500.00 | | 0.00 | | | |
| 14 | KNXV | 09/18/12 | 09/21/12 | M-F 10-1035pm | CM | 10pm-1035pm | - TWTF - - | :30 | 3 | \$1,200.00 | P-2 | 0.00 | NM | 3 | \$3,600.00 |
| | | | | 10pm News | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/17/12 | 09/23/12 | - TWTF - - | | | | | 3 | \$1,200.00 | | 0.00 | | | |
| E 15 | KNXV | 09/23/12 | 09/23/12 | SU 10-1035pm | CM | 10pm-1035pm | - - - - - S | :30 | 1 | \$1,200.00 | P-2 | 0.00 | NM | 1 | \$1,200.00 |
| | | | | 10pm News | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/17/12 | 09/23/12 | - - - - - S | | | | | 1 | \$1,200.00 | | 0.00 | | | |



KNXV

Print Date: 09/18/12

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**KNXV-TV
PHOENIX**Contract / Revision **310070** Flight Dates **09/18/12-09/24/12**Hiatus DatesOriginal Date / Revision 09/18/12/ 09/18/12Order Sep 00:13:00Advertiser **DCCC**Product **Democratic Congressional** Estimate # **1472**

| | | | | | | | | | | | | | | <u>Totals</u> | | |
|---|-----------|-------------------|-----------------|---------------------------|-----------------------|----------------|-----------------|---------------|-------------------------|------------|-------------|------|------|---------------|------------|--------------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount | |
| E 15 | KNXV | 09/23/12 | 09/23/12 | SU 10-1035pm 10pm News | CM | 10pm-1035pm | -----S | :30 | 1 | \$1,200.00 | P-2 | 0.00 | NM | 1 | \$1,200.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | | |
| Week: | | 09/17/12 | 09/23/12 | -----S | 1 | | \$1,200.00 | | 0.00 | | | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | <u>Start/End Time</u> | | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> | | | | | |
| 1 | KNXV | 09/17/12-09/23/12 | | SU 10-1035pm | 10pm-1035pm | | -----Su | :30 | (\$1,200.00) | 0.00 | NM | | | | | |
| See MG 15.2 | | | | | | | | | | | | | | | | |
| [program change/wrong inv. code descrip preempt rv 9/5] | | | | | | | | | | | | | | | | |
| 2 | KNXV | 09/23/12-09/23/12 | | Prime News | 8p-9p | | -----Su | :30 | \$1,200.00 | 0.00 | NM | | | | | |
| Ⓜ MG for 15.1 09/23 | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | Totals | 28 | \$32,200.00 |

*Tax 1 Note: Tax 0.5%.

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